

essential
COSTA
RICA

CINDE
COSTA RICAN INVESTMENT PROMOTION AGENCY



**Embracing sustainability
in FDI to deliver on the
triple bottom line**

A GLOBAL COMMITMENT WITH A CLEAR AGENDA FOR SUSTAINABLE DEVELOPMENT



Adopted by 193 United Nations Member States in 2015

17 Sustainable Development Goals (SDGs): provide a call for global partnership to drive integral wellbeing

169 precise targets how to achieve those goals

244 indicators

The world faces the challenge of raising an additional **US\$2.5 trillion annually** to reach SDGs.

from an IPA perspective...



FDI is surely an instrument to drive SDGs:

Governments facilitate investment

The goal is not to seek investment for its own sake, but for its development benefits.

Economies aim not only to increase the quantity of FDI but also its quality.

Quality: measured by its contribution to sustainable development.

The value to promote not only FDI in general, but especially sustainable FDI:

Maximize contribution to economic, social and environmental development.

from the corporate perspective...

Sustainability has moved from “side dish” to “main course”

SDGs are good business:

According to a report by the Business & Sustainable Development Commission (January 2017), the SDGs could generate **US\$12 trillion in business savings and revenue** across four sectors by 2030: energy, cities, food and agriculture, and health and well-being

A driver for differentiation on consumer behavior:

Global research by PwC found that **78% of customers are more likely to buy** the goods and services of companies that had signed up to the SDGs.

Investor attraction, risk management and growth

2011: just under 20% of S&P 500 companies reported on their sustainability, corporate social responsibility, ESG performance and related topics and issues

2018: **86% of S&P 500 Index® Companies Publish Sustainability / Responsibility Reports** in 2018





COSTA RICA HAS A *long-standing* COMMITMENT TO SUSTAINABILITY



Peace, health & education

NO ARMY SINCE 1949

EDUCATION IS FREE AND MANDATORY SINCE 1870

BEST HUMAN CAPITAL IN LATAM (WEF 2017-2018)

OLDEST DEMOCRACY IN LATAM

7.36% GDP
EDUCATION

9.9% GDP
HEALTH



sustainability

99% ELEC. RENEWABLE SOURCES

51% OF TERRITORY PROTECTED

6% OF WORLD BIODIVERSITY

300 DAYS RUNNING ON CLEAN ENERGY IN 2018



Sources:

Energy: National Center for Energy Control in Costa Rica (CENCE): Jan 1, 2018 through Dec 21, 2018.

Biodiversity: United Nations PNUD, the National System of Conservation Areas (Sistema Nacional de Areas de Conservación SINAC), the Costa Rican Ministry of Environment and Energy. Percentage based on overall world registered species against Costa Rica registered species (considers only 19% of species identified in Costa Rica, with 80% more yet still to be identified).



“The stars are aligning toward a Paris agreement.”

CHRISTIANA FIGUERES
UNFCCC

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Global leadership and commitment...

2015: Christiana Figueres led Paris COP negotiations for global SDG agreements.

was brought home...

2016: Costa Rica became the first country in the world to sign a national agreement towards SDGs.

Robust consultation process of over 1500 stakeholders

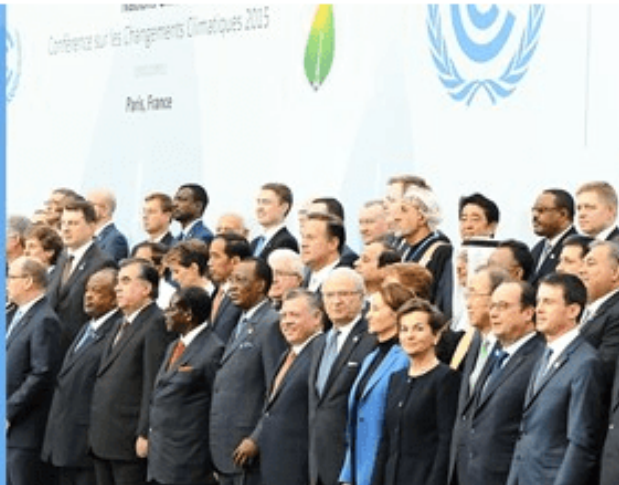
Signed by the Executive power, Congress, Judicial power, Electoral entity, municipalities and autonomous entities.

“The Paris Agreement confirms the irreversible transition to a low carbon, safer and healthier world.”

- Christiana Figueres
UNFCCC Executive Secretary



#ParisAgreement #COP21







Understand the national governance of SDGs

Fuente: Reporte Nacional Voluntario de los ODS. (2017). Costa Rica: Construyendo una visión compartida del Desarrollo Sostenible.

Figure 4. Priority points defined by the Technical Secretariat of SDGs



Sustainable Development Goals	Programs	Indicators	Targets
SDG 1: End poverty in all its forms everywhere.	5	8	8
SDG 2: End hunger, achieve food security and improved nutrition and promote sustainable agriculture	5	9	9
SDG 3: Ensure healthy lives and promote well-being for all at all ages	8	24	24
SDG 4: Ensure inclusive and quality education for all and promote lifelong learning	15	23	23
SDG 5: Achieve gender equality and empower all women and girls	1	2	2
SDG 6: Ensure access to water and sanitation for all	5	8	8
SDG 7: Ensure access to affordable, reliable, sustainable and modern energy for all	5	13	13
SDG 8: Promote inclusive and sustainable economic growth, employment and decent work for all	1	1	1
SDG 9: Build resilient infrastructure, promote sustainable industrialization and foster innovation	6	15	15
SDG 10: Reduce inequality within and among	5	11	11
SDG 11: Make cities inclusive, safe, resilient and sustainable	6	11	11
SDG 12: Ensure sustainable consumption and production patterns	3	7	7
SDG 13: Take urgent action to combat climate change and its impacts	4	5	5
SDG 14: Conserve and sustainably use the oceans, seas and marine resources	2	2	2
SDG 15: Sustainably manage forests, combat desertification, halt and reverse land degradation, halt biodiversity loss	6	12	12
SDG 16: Promote just, peaceful and inclusive societies for sustainable development, provide access to justice for all, and build effective,	7	12	12
SDG 17: Revitalize the global partnership for sustainable development	10	18	18

Understand priority areas and programs

METAS	INDICADORES GLOBAL	INDICADORES COSTA RICA	DATOS (INEC) NACIONALES	DATOS ESTADO DE LA NACIÓN
Mantener el crecimiento económico per cápita de conformidad con las circunstancias nacionales y, en particular, un crecimiento del producto interno bruto de al menos el 7% anual en los países menos adelantados	Tasa de crecimiento anual del PIB real per cápita	Tasa de crecimiento anual del PIB real per cápita	El Producto Interno Bruto (PIB) real por persona muestra un crecimiento anual promedio del 2,9%, considerando los valores históricos del período 2010-2016. El crecimiento del PIB per cápita fue de 5,2% para el 2012, el mayor en el todo el período	En 2016 la economía costarricense creció un 4,3%. No hubo cambios importantes en la tendencia de años previos y persistieron las dificultades de la estructura productiva para reducir el desempleo de forma significativa
Lograr niveles más elevados de productividad económica mediante la diversificación, la modernización tecnológica y la innovación, entre otras cosas centrándose en los sectores con gran valor añadido y un uso intensivo de la mano de obra	Tasa de crecimiento anual del PIB real por persona empleada	Tasa de crecimiento del producto interno bruto, de la población ocupada y de la productividad laboral a volumen de precios del año anterior encadenado por persona empleada por sector de actividad intensivo en mano de obra, según trimestres	El Producto Interno Bruto (PIB) en los 3 primeros trimestres del 2016 mostró disminuciones en la tasa de crecimiento, mientras que la población ocupada mostró variaciones decrecientes durante todo el período, con mayor decrecimiento en el II donde alcanzó el -6,4	
Promover políticas orientadas al desarrollo que apoyen las actividades productivas, la creación de puestos de trabajo decentes, el emprendimiento, la creatividad y la innovación, y fomentar la formalización y el crecimiento de las microempresas y las pequeñas y medianas empresas, incluso mediante el acceso a servicios financieros	Proporción del empleo informal en el empleo no agrícola, desglosada por sexo	Porcentaje del empleo informal en el empleo no agropecuario, por tipo de relación de producción en el trabajo (posición en el empleo) y por sexo	La informalidad es mayor en los trabajadores independientes, los cuales registran porcentajes de empleo informal de más del 80% en los últimos tres años (50 puntos porcentuales más que en los trabajadores dependientes)	

Understand the national indicators and their measurement

Example:

Global target: sustain continuous GDP growth, at least 7% annual in developed countries

Global Indicador: Per Capita GDP growth
National Indicator: CR Per Capita GDP growth

National data : 2010-2016 annual GDP growth was 2.9%
 2016: GDP growth as 4,3%

METAS	INDICADORES GLOBAL	INDICADORES COSTA RICA	DATOS (INEC) NACIONALES	DATOS ESTADO DE LA NACIÓN
De aquí a 2030, lograr el empleo pleno y productivo y el trabajo decente para todas las mujeres y los hombres, incluidos los jóvenes y las personas con discapacidad, así como la igualdad de remuneración por trabajo de igual valor	Tasa de desempleo, desglosada por sexo, edad y personas con discapacidad	Tasa de desempleo abierto desglosada por sexo, y grupos de edad	La tasa de desempleo de Costa Rica se ha ubicado entre 8,9% y 10,3% en los últimos siete años y la población joven de 15 a 24 años es la que presenta los mayores niveles de desempleo, con tasas superiores al 20% desde el 2010. El grupo de edad de 25 a 59 años mantiene tasas de desocupación de aproximadamente 2,5 puntos porcentuales menos que los datos nacionales.	
De aquí a 2020, reducir considerablemente la proporción de jóvenes que no están empleados y no cursan estudios ni reciben capacitación	Proporción de jóvenes (de 15 a 24 años) que no estudian, no tienen empleo ni reciben capacitación	Porcentaje de jóvenes de 15 a 24 años que no estudian ni tiene empleo como proporción de la población total joven, por sexo	El porcentaje de jóvenes de 15 a 24 años que no estudian ni tienen empleo respecto del total de la población joven entre el 2012 y 2016 muestra una leve tendencia al alza hasta ubicarse en 20,7% en el último año, alcanzando niveles similares a las tasas del 2010 y 2011.	
Adoptar medidas inmediatas y eficaces para erradicar el trabajo forzoso, poner fin a las formas contemporáneas de esclavitud y la trata de personas y asegurar la prohibición y eliminación de las peores formas de trabajo infantil, incluidos el reclutamiento y la utilización de niños soldados, y, de aquí a 2025, poner fin al trabajo infantil en todas sus formas	Proporción y número de niños de entre 5 y 17 años que realizan trabajo infantil, desglosada por sexo y edad	Porcentaje de población de 5 a 17 años que trabajan, por grupos de edad y sexo, zona y sexo, región de planificación y sexo	El porcentaje de la población de 5 a 17 años que trabaja fue menor al 5% en el 2011 y 2016, incluso disminuyó (3,1%)	
Proteger los derechos laborales y promover un entorno de trabajo seguro y sin riesgos para todos los trabajadores, incluidos los trabajadores migrantes, en particular las mujeres migrantes y las personas con empleos precarios	Nivel de cumplimiento nacional de derechos laborales (libertad de asociación y negociación colectiva) sobre la base de fuentes textuales de la Organización Internacional del Trabajo (OIT) y la legislación nacional, desglosado por sexo y condición de migrante	a) Tasa de sindicación por sector. b) Tasa de negociación por sector	La tasa de sindicalización total ha presentado crecimiento desde el 2011 al 2015, donde la sindicalización aumentó de 9,6% en el 2011 a 14,3% en el 2015. Se evidencia en mayor magnitud el crecimiento de la tasa de sindicación en el sector público en comparación con el privado, ya que en el público aumentó de 39,7% a 86,9% del 2011 al 2015, mientras que, en el privado, por el contrario, se redujo de 4,1% a 3,3% en los mismos años, respectivamente. La tasa de negociación se mantiene por encima del 9% entre el 2013 y el 2015, lo cual significó un aumento de 5 puntos porcentuales en comparación con las tasas del 2011 y 2012 que se ubicaron en poco más del 4%.	



Example:

Global target: through 2030, reduce the proportion of youngsters that are unemployed and are not working or receiving training.

Global Indicator: Percentage of youngsters (ages 15-24) that are not studying, are unemployed or are not receiving training.

National Indicator: In CR, proportion of youngsters 15-24 between in this condition where 20.7%. Rate has been sustained since 2010.

How does the IPA impact these national metrics and contributes to them?

DEFINING PRIORITIES

Extent to which your company can contribute to each, and the risks and opportunities they individually represent.



Map focus areas: sectors, activities

Outputs, outcomes and impact of your IPA.

Positive impact: where it can be enhanced

Negative impact: where it can be reduced

Measurable on a sustained basis

CINDE STRATEGIC VISION

2019-2022

A Vision

Costa Rica as a leader of sustainable productivity

A Strategy

FDI as the driver to embrace the knowledge economy

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OUR VISION FOR 2030

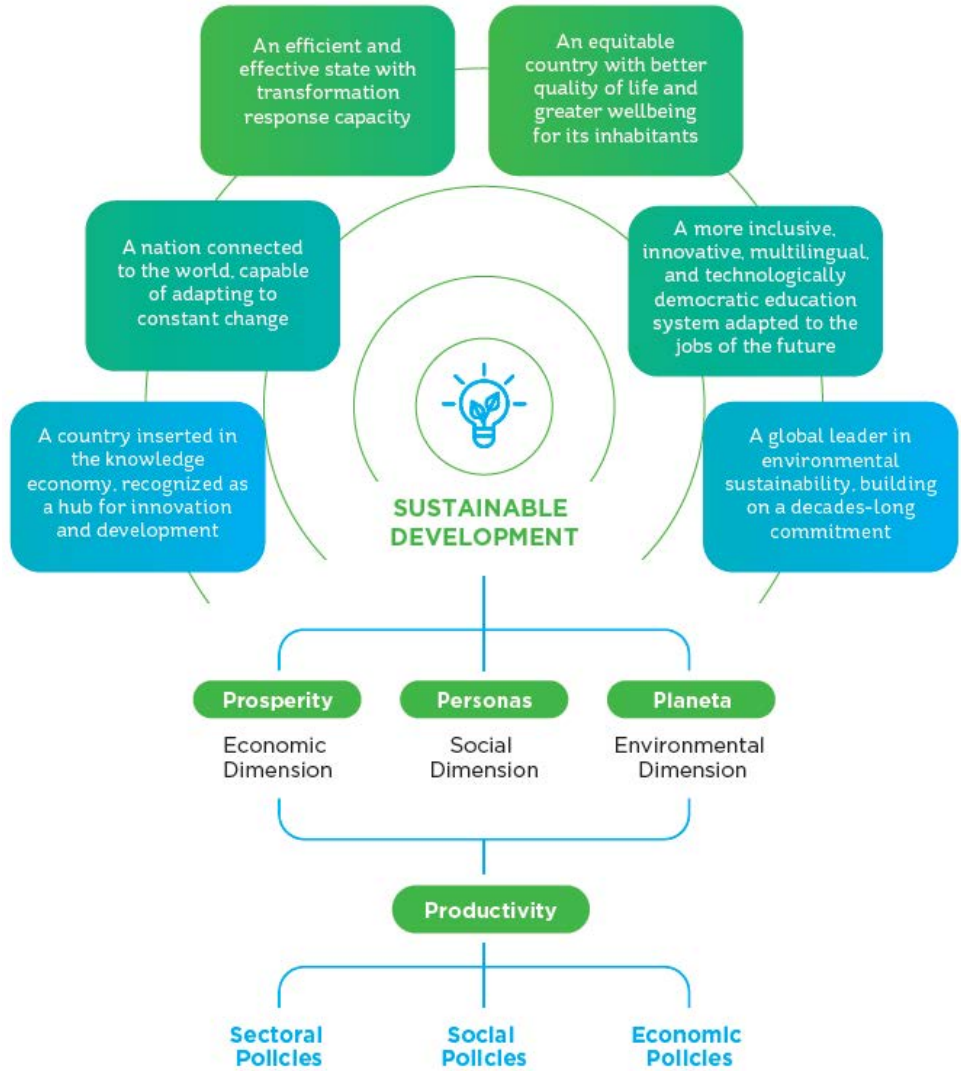
Costa Rica as a global model for sustainable production

By increasing productivity and environmental performance and strengthening its green positioning, Costa Rica will achieve greater socioeconomic development and a more equitable society capable of transforming itself in the face of constant change.

At the core will be its human talent, capable of reinventing itself in the face of rapidly evolving global markets and embracing the opportunities offered by the knowledge economy.

With the avail of this human talent and in conjunction with sectoral, social, and economic policies, productivity will be enhanced, enabling the country to insert itself with increasing success in the fourth industrial revolution.

Costa Rica will thus achieve true impact on the three dimensions for ensuring sustainable development: people, planet, and prosperity.





SUSTAINABLE DEVELOPMENT GOALS



SUPPORT &
CONTRIBUTION
TO COSTA RICA'S
SUSTAINABLE
DEVELOPMENT

**Where do we impact?
And can we actually measure that impact?**

SDG Indicator	IPA Reporting Content	Content	Details
8.1 Mantener el crecimiento económico per capita de conformidad con las circunstancias nacionales y, en particular, un crecimiento del producto interno bruto de al menos el 7% anual en los países menos adelantados	<ul style="list-style-type: none"> Net and gross Jobs created annually by CINDE companies Jobs outside GMA 	CCSS stats, 5 year trends	Amazon success story on outside GMA employment, video testimonials in personal impact
8.2 Lograr niveles más elevados de productividad económica mediante la diversificación, la modernización tecnológica y la innovación, entre otras cosas centrándose en los sectores con gran valor añadido y un uso intensivo de la mano de obra	Number of projects confirmed and diversification of sectors, technologies	CINDE CRM data on confirmed projects per year, detail on process & technology	Description of confirmed project
8.3 Promover políticas orientadas al desarrollo que apoyen las actividades productivas, la creación de puestos de trabajo decentes, el emprendimiento, la creatividad y la innovación, y fomentar la formalización y el crecimiento de las microempresas y las pequeñas y medianas empresas, incluso mediante el acceso a servicios financieros	New companies (converging technologies and Innovation)	Logos	
8.5 De aquí a 2030, lograr el empleo pleno y productivo y el trabajo decente para todas las mujeres y los hombres, incluidos los jóvenes y las personas con discapacidad, así como la igualdad de remuneración por trabajo de igual valor	Employment by gender	Women participation in CINDE companies and comparative to national	Testimonials: Intel's CR head: woman Microsoft's CR head: woman
8.6 De aquí a 2020, reducir considerablemente la proporción de jóvenes que no están empleados y no cursan estudios ni reciben capacitación	Youngster participation in CINDE companies CINDE Job Fair- Link	CCSS stats on young workforce at CINDE companies	Vocational orientation workshops, skills for life workshops, etc



Aligning IPA metrics and activities with SDGs





16,718

New jobs created

Record-breaking results for total job creation in 2019

29% increase over 2018

10,141

Net employment gain

Record-breaking results for net job creation in 2019

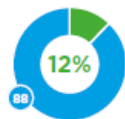
876 more net jobs than 2018

9.4% increase over 2018

118,245
Cumulative direct jobs

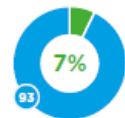
58,980
Cumulative indirect jobs

The 308 businesses supported by CINDE, which are 0.6% of Costa Rica's companies, represent 7% of the country's total employment and 12% of total private-sector employment.



PRIVATE SECTOR

- Employment in companies supported by CINDE
- Other private companies

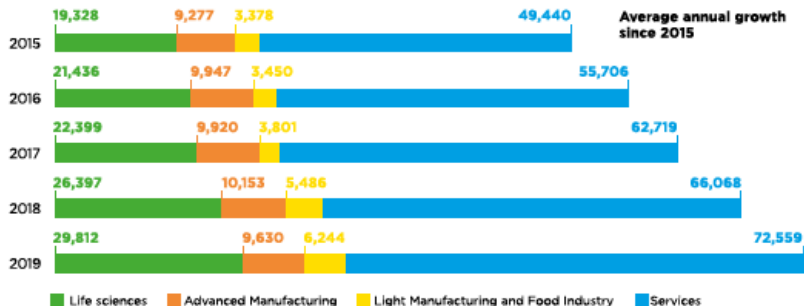


COSTA RICA

- Employment in companies supported by CINDE
- Rest of the economy

Reporting IPA's impact on SDGs

NUMBER OF JOBS IN BUSINESSES SUPPORTED BY CINDE



COMPANY PERFORMANCE ACCORDING TO CCSS

60% Expanded operations

1 in 3

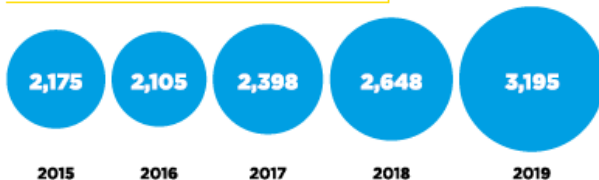


formal jobs created in the country in the last 5 years was created by CINDE companies

JOB CREATION RISES IN COMMUNITIES OUTSIDE THE GMA

547 New jobs created in communities outside the Greater Metropolitan Area (GMA)

Cumulative jobs outside the GMA



10% The number of jobs created by CINDE companies outside of the GMA has grown, on average, by 10% in the last four years.

PROMOTING FDI ALONGSIDE 20 EMERGING COMMUNITIES

On January 31, 2019, CINDE held its annual event with 20 communities from outside the GMA as part of its efforts to encourage territorial development through capacity building in the area of investment attraction.

The participating communities (Buenos Aires, Corredores, Osa, Coto Brus, Golfito, Pérez Zeledón, Siquirres, Pococi, Limón, Turrialba, San Carlos, Grecia, Valverde Vega, Naranjo, Palmares, San Ramón, Puntarenas, Orotina, Liberia, and Carrillo) presented the results of the work they carried out in 2018.

The data obtained to date using the HR GPS tool was shared at the event. Some 8,000 people were identified in all the communities present, of whom 47% were men and 53% women.

Reporting IPA's impact on SDGs

SUCCESS STORY

Amazon promotes remote work

1,050
Costa Ricans working remotely

53%
Located in regions outside the GMA

Virtual customer service center

50%
Of positions held by women

53%
Of leadership positions held by women





essential[®]
**COSTA
RICA**

BEYOND A DESTINATION BRAND:
**BUILDING AN
INTEGRATED
COUNTRY BRAND**

VISION



1.
EXCELLENCE

2.
SUSTAINABILITY

3.
INNOVATION

4.
COSTA RICAN ORIGIN

5.
SOCIAL PROGRESS



Modelos de aplicación del cintillo en empaques



CINTILLO A VERSION TRANSPARENTE NEGATIVA



CINTILLO A VERSION TRANSPARENTE COLOR



CINTILLO A VERSION BLANCA



CINTILLO A VERSION VERDE

LICENSE TYPES

CORPORATE USE

In the institutional communication of companies

USE ON PRODUCTS

On product packaging, labels, and containers

USE AT EVENTS

Temporary use for events that comply with the 5 values of the Country Brand

TOURISM INDUSTRY USE

For companies that have a Tourism Declaration or Certification for Sustainable Tourism (CST)

LICENSING RESULTS

449

LICENSED
COMPANIES

329

BUSINESS
SECTOR

120

TOURISM
SECTOR

A woman in a white lab coat and hairnet is working in a laboratory, using tweezers to handle a small object. The background is slightly blurred, showing other laboratory equipment and another person in the background.

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SUCCESS STORIES



CAROLINA SÁNCHEZ
PR DIRECTOR,
CLARO

“One of the axes of the country brand is foreign investment and each transnational company is an important source of income for hundreds of Costa Rican households. Having the country brand promotes the workforce of Costa Ricans and reflects a strong commitment to our country.”



TIMOTHY SCOTT
PUBLIC AFFAIRS MANAGER,
INTEL COSTA RICA

“Intel has been in Costa Rica for more than 22 years, an investment decision a lot of people thought impossible to be made in the country. When the operation became 17 years old, it had a dramatic change, it transformed into two centers of excellence: the global shared services center and the research and development center, at that point it was important not only to deliver outstanding results but also to keep supporting key country initiatives, so we decided to become Essential Costa Rica. Five years later, a site with more than 2000 Costa Ricans as direct employees, is a true statement of what a country brand certified company is.”



BERNARDO ORDAS
LATAM MANAGER,
COPA AIRLINES

Costa Rica will continue to have a privileged place in our strategy, in which the Country Brand is a muscle that adds value to national development and other licensing companies. We are proud of the Copa Airlines operation in Costa Rica and having the Country Brand strengthens the bond that historically unites us.

SUSTAINABILITY MAP

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ACCINDE



198,000

REGISTERED USERS

+230 STANDARDS
APPLICABLE TO **MORE**
THAN 80 INDUSTRIES
AND **180 COUNTRIES.**

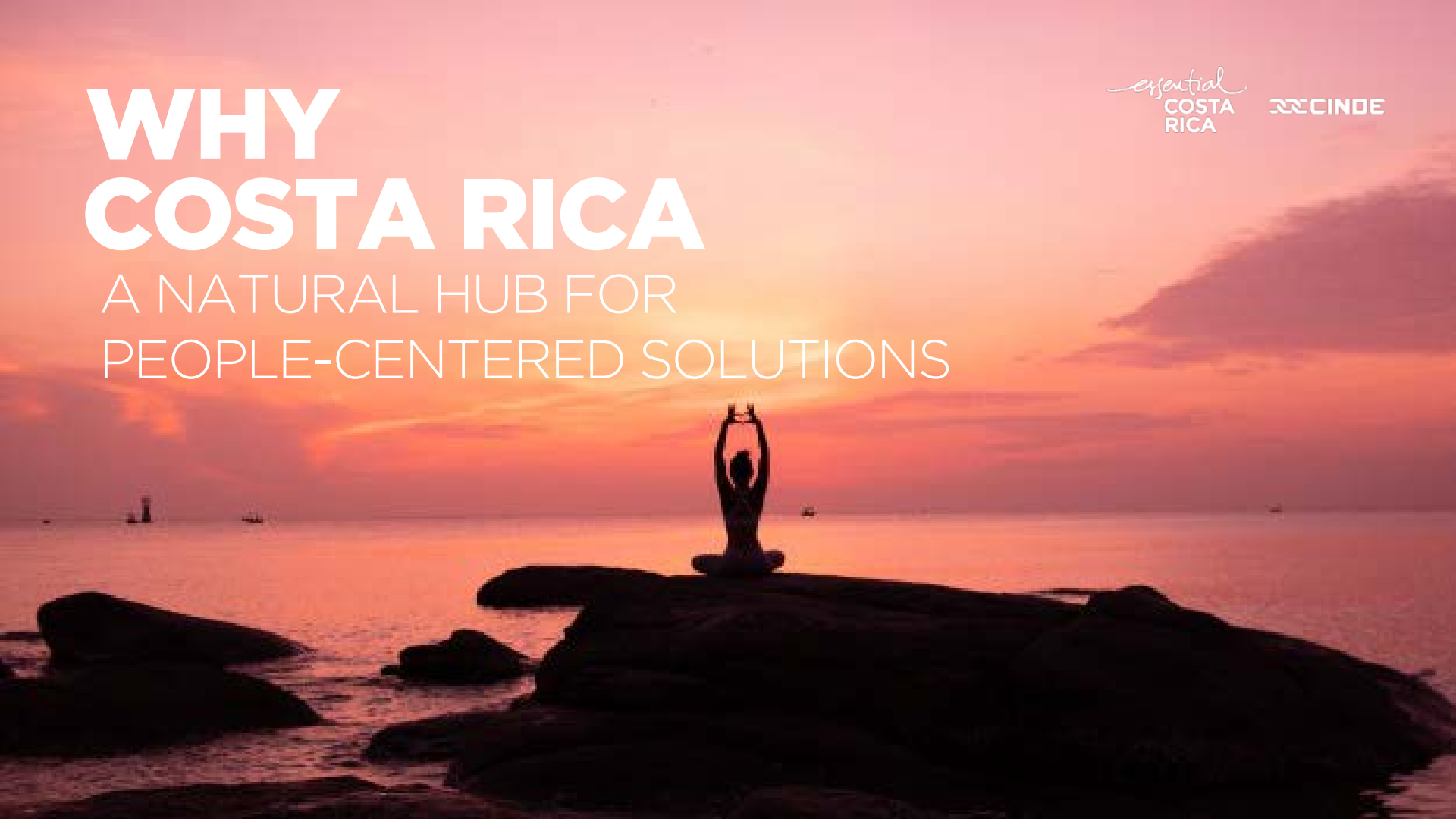
- ✓ Analysis of data related to standards to be more sustainable
- ✓ Self-evaluate performance with respect to sustainability
- ✓ Be aware of the possible costs and benefits of certifications
- ✓ Create an online business profile
- ✓ Network with possible business associates such as farmers, producers and manufacturers, among others
- ✓ Business Program for Sustainable Development
- ✓ Promotion of sustainable value chains as a means to help Small and Medium enterprises (SMEs) in developing countries to add value to their goods and services
- ✓ Harmonize with and speak the same language in all standards

WHY COSTA RICA

A NATURAL HUB FOR
PEOPLE-CENTERED SOLUTIONS

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THE CHALLENGE



How to leverage and integrate multiple data sources for more relevant solutions



Enhance collaboration within and across industries to drive organizational change and innovation



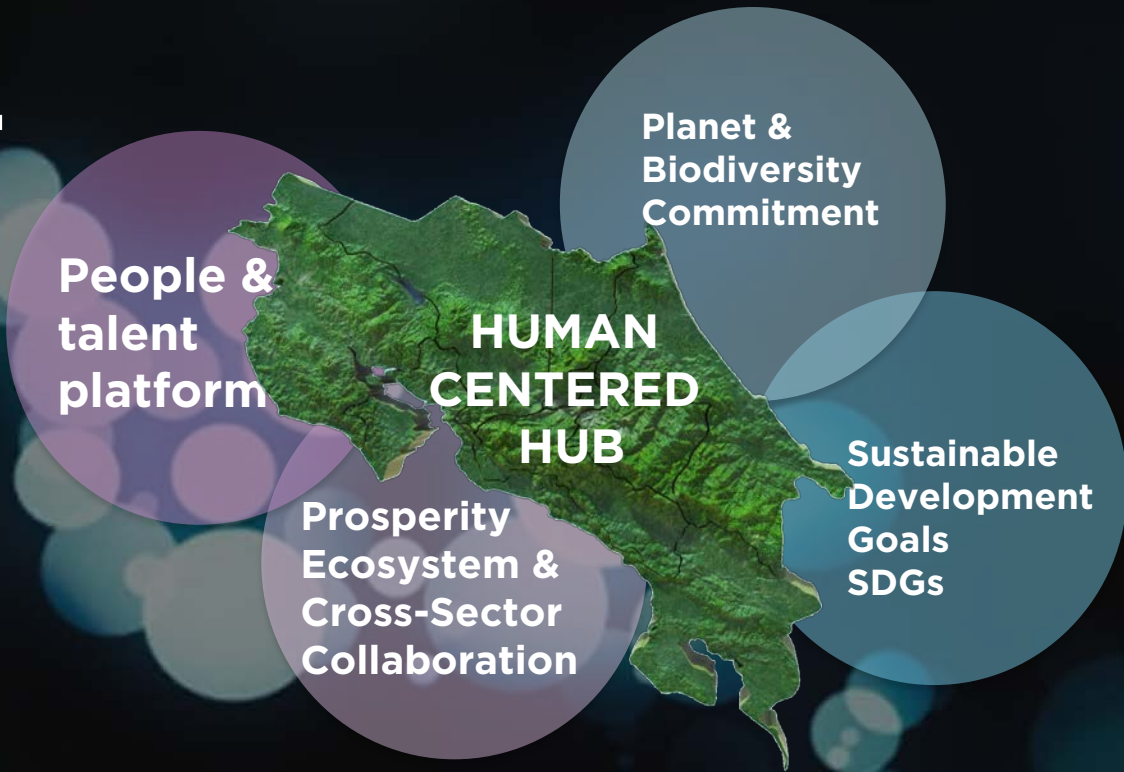
How to seek greater efficiencies and personalization of experiences through exponential technologies



How to drive consistent experiences across supply chain and delivery channels



A NATURAL HUB FOR PEOPLE CENTERED SOLUTIONS



PEOPLE

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We provide a dynamic platform for talent development, in alignment with market needs and the jobs of the future. Talent is our greatest resource. We cultivate intelligence naturally.



NO STANDING ARMY
SINCE 1948



**KNOWLEDGE TRANSFER
CAPABILITIES**



**OLDEST DEMOCRACY
IN LATAM**
SINCE 1889



**RETOOLING AND RESKILLING
TALENT PLATFORM**
FOR THE FUTURE OF JOBS



**EDUCATION FREE
AND MANDATORY**
SINCE 1870



**TECH SAVVY AND
DIGITAL READY**
LABOUR POOL



**7.36% GDP IN
EDUCATION**
**9.9% GDP IN
HEALTH**



**CREATIVE, YOUNG
AND INNOVATION
DRIVEN**



99% ELECTRICITY
COMES FROM
RENEWABLE SOURCES



**52% OF NATIONAL
TERRITORY**
COVERED BY FOREST



**6% OF WORLD'S
BIODIVERSITY**



**300 DAYS IN A
ROW** RUNNING
ON CLEAN
ENERGY IN 2018

HOME TO 1 OF THE 5 BLUE ZONES
IN THE WORLD



**WORLD'S FIRST
CHAMPION OF THE EARTH**
UNITED NATIONS, 2019



DECARBONIZATION PLAN
UP AND RUNNING FOR 2050
MILESTONE



HOME TO MORE THAN
20 RE100 COMPANIES

PLANET

We are your strategic ally to generate impact and achieve your sustainable development goals. Sustainability has been our roadmap for over 60 years

PROSPERITY

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A proven partner for enterprise-wide transformation. Today, we are a knowledge-intensive service economy. Beyond a supplier, we are a true value generator that integrates more and more processes and technologies to create new solutions.

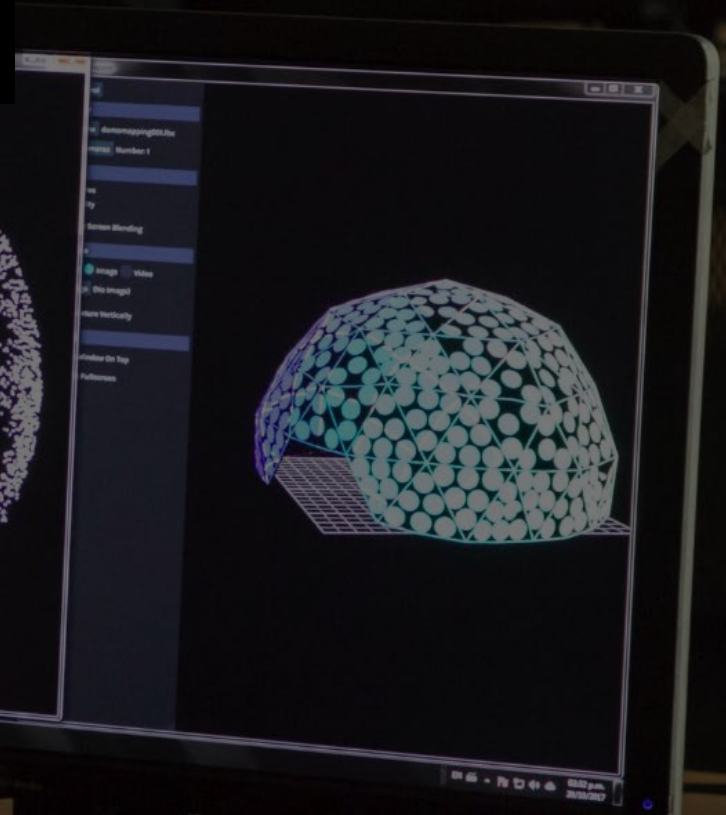
A TRULY TECHNOLOGY-ENABLED COLLABORATIVE ECOSYSTEM

WHERE IT, BIOTECH, SMART MANUFACTURING
AND LIFE SCIENCES MEET

A DYNAMIC ENVIRONMENT FOR RESEARCH & R&D EMBEDDED IN THE DIGITAL REVOLUTION

WITH AI, ANALYTICS, VR/AR, RPA, CLOUD,
CYBERSECURITY, IoT, AUTOMATION, UX/UI,
E-HEALTH & SOFTWARE

Exponential ecosystems to drive change, efficiency
and collaboration: productive linkages, partnerships.





BUILDING HUMAN TALENT

TO DRIVE SUSTAINABLE GROWTH

TEXAS TECH UNIVERSITY: COSTA RICA CAMPUS

ATTRACTING FDI FOR IMPACT ON SDGS

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Big challenges, big opportunities



Though our educational system is good, we still could improve it to drive more employment and job growth.

CINDE asked nearly 300 multinationals in the country:

If you had the right talent, right now, how much would you grow in Costa Rica?

17.300 jobs
In high-demand careers

Source: CINDE, CID Gallup survey, PWC, CONARE, MEP, INA, 2016. 2017-2019 projected data

A man with glasses is smiling at a computer monitor. The monitor displays a 3D brain model on the right and a network graph on the left. The network graph consists of many small white circles connected by lines, forming a complex, roughly circular structure. The brain model is a 3D rendering of a human brain with a blue and green color scheme. The man is wearing a blue shirt and is sitting at a desk with a keyboard and mouse. The background is slightly blurred, showing other computer monitors and a person in a white shirt.

THE CHALLENGE:

ALIGN EDUCATION TO MEET THE ECONOMY'S NEEDS

And enhance sustainable development goals



CINDE's role in shaping the academic landscape



Over the past several years, CINDE has established a strong relationship between industry and academia triggering and further enhancing the creation of specialized, tailored skills & curricula required by leading companies to succeed.



Studies and working groups to understand demand



Gap analysis

- Curricula review in highly demanded areas in light of needs from companies. Portfolio development for knowledge transfer.



Working groups between CINDE and Multinationals:

General Managers groups by sub-sector:

- Strategic review of investment climate and competitiveness issues.

Examples:

- Outside of GMA strategic proposal group
- Corporate Services 5.0

HR Managers group

- Targeted working groups.
- Best practice sharing.

Other specialized working groups:

- R&D.
 - SAP Education strategy.
 - Facilities.
-

1 - UNDERSTAND THE PLAYING FIELD



Changes in demand

The Future of Jobs Report (WEF) predicts current trends can lead to 5.1 million jobs lost between 2015–2020.

BUT total gain of 2 million jobs, in **Computer, Mathematical, Architecture and Engineering** related fields.



Growth in education market

USA is the largest market for education

US for-profit education revenue more than **doubled** in the last decade

Participation in higher education increased dramatically across **Latin America and the Caribbean**. Currently at **11-12% of global enrolment**.



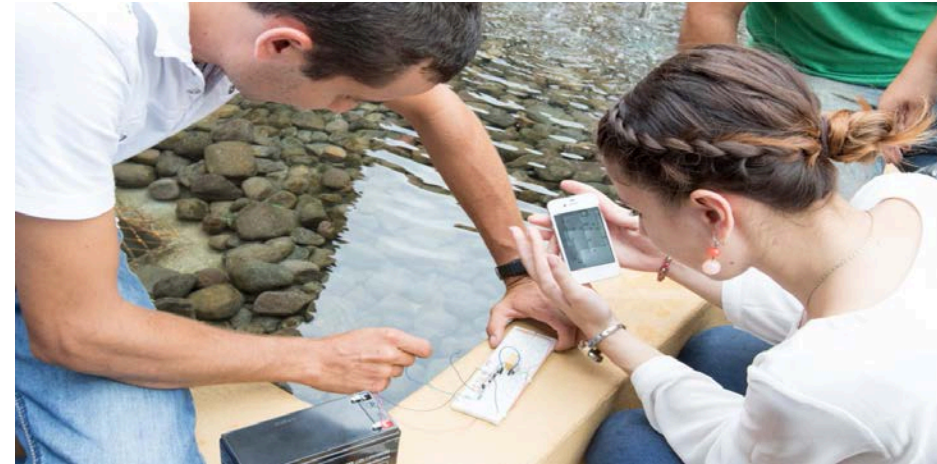
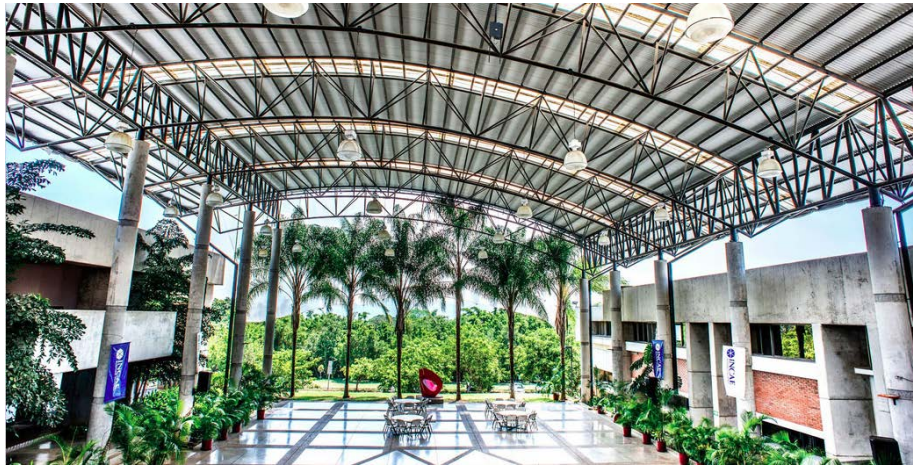
Education FDI

There have been a total of **448 projects** in the Education sector over the last five years.

Investments have created **21,582 jobs**

USA, UK & Japan are the largest source markets

2 - UNDERSTAND THE TARGET NEEDS



- Some are experiencing funding cuts in R&D
- Seeking to diversify revenue streams by setting up overseas campuses
- Enhancing rankings
- Providing a more holistic & global view to students

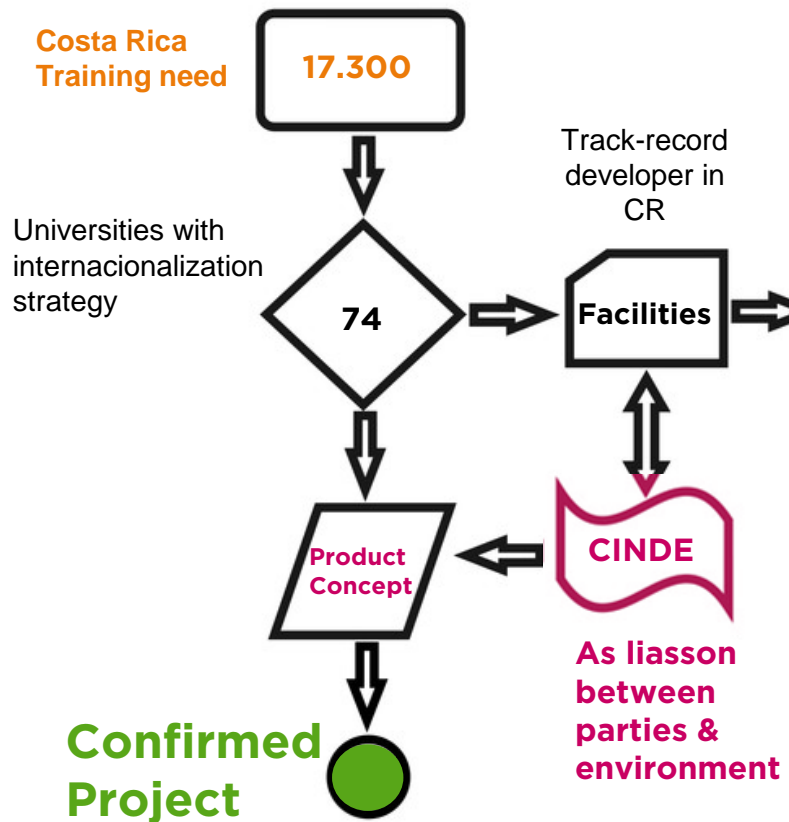
Foreign
Universities
globally

Students

Behaving like consumers

- Academic rankings
- Price comparison websites
- Seeking a more holistic product (cultural experience)
- Employability & learning experience

4 - CONNECTING THE DOTS



- CINDE identified a **target need for 17.300** people in high-tech fields.
- In **partnership with local-international developers:** 74 universities where identified
- **Benchmark** of academic offering in Costa Rica
- **Corporate** meetings with investing companies in the country
- Research & insights on **high-demand curricula**

GROUNDDBREAKING PRIMERA PIEDRA

24 octubre 2016

- **3,321m²**
- **\$10 million investment in facility infrastructure**
- **1,300 student estimate.**
- **All lessons in English**

Investing company: Newly created Edulink, a subsidiary of Grupo Promerica, a regional bank through which the agreement with TTU was enabled.



IMPACT OF TTU ON SDGs



- 1300 students in STEM fields by 2023 (Engineering, Tech Computing & Math)
- 200 graduates per year
- By 2023 it is projected that there will be 8815 students graduating in these fields nationally.
- **One single FDI Educational Project (TTU University) will: increase the national graduates in these fields by 2.2%**



- TTU Scholarship programs allow Costa Rican students to have access to high-quality education.
- Programs are all in English: contributes to the government's National Bilingual plan to certify 300.000 Costa Ricans in English language skills by 2020.



- 99% of STEM graduates from similar public universities (TEC) are employed upon graduation
- Entry level graduates earn US \$26,923 annually on average (industrial engineering, electrical engineering & computer science) at multinationals in Costa Rica.



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- That is **83% above the minimum national wage** for university graduates.
- Minimum wage for a university degree (bachelor) is US \$14,690 annually.

New Education Infrastructure:

TTU facilities developed by Grupo Promerica in Avenida Escazú, Escazú; are been certified by the Green Building Council for a minimum LEED® Silver certification.



We promote inclusive, high-quality education that fosters employability for the jobs of the future among Costa Rica's workforce.



We stimulate sustainable economic growth through FDI attraction that creates high-quality formal jobs.



We boost gender equality in employment, which helps to consolidate this universal right.



We foster knowledge and innovation and bolster Costa Rica's presence in the knowledge economy through FDI to achieve greater prosperity.

IPA ENVIRONMENTAL SUSTAINABILITY

CINDE is a Certified Carbon Neutral investment promotion agency. Since 2015, CINDE has sought to contribute to the global SDGs and the National Decarbonization Plan. It has attempted to reduce its emissions, which primarily result from international promotional tours.

According to its greenhouse gas emissions inventory report, CINDE produced 85 tons of carbon dioxide equivalent (CO₂e), which were reduced through the Inversiones Eólicas Orosí Dos S.A. project.

Within the framework of the PreCOP 25, carried out in San José, Costa Rica, in 2019, CINDE was recognized for its participation in the Carbon Neutrality 2.0 Program, since it fulfilled its commitment to reduce its carbon emissions in 2018 and 2019.



This report was prepared with Carbon Neutral Certified paper with wastage thanks to its 8.5x11" format.

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Thank you!

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